



**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, JUNE 23, 2015 AT 6:30 PM
City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- | | |
|--|--|
| <input type="checkbox"/> Robert Schoen, Place One | <input type="checkbox"/> Matthew Olguin, Place Two, Chair |
| <input type="checkbox"/> Kristyne Bollier, Place Seven | <input type="checkbox"/> Wayne Brooks, Place Four |
| <input type="checkbox"/> Lisa Star, Place Three, Secretary | <input type="checkbox"/> Vacant, Place Five |
| | <input type="checkbox"/> Troy Storm, Place Six, Vice Chair |

A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

B. Board Members Opening Comments.

- a) Welcome Kristyne Bollier as Board Member, Place 7.

C. Citizen Communications.

(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections.)

D. Consider Approval Of Minutes Of The Tourism Board Meetings.

- a) May 27, 2015 Special Called Meeting.

E. Presentations (None)

F. Consider Financial Report

G. Discussion and Possible Action

- a) Consider Presentations Of 2015-2016 Project Applications And Requests, Including:
- (i) Cheer America (Ladd LaBus)
Amount Requested: \$15,000.
 - (ii) Austin Steam Train Association (Lil Serafine/Paul Phalen)
Amount Requested: \$50,000.
 - (iii) Cedar Park Center (Sammy Wallace)
Amount Requested: \$3,000.
 - (iv) Cedar Park Chamber of Commerce (Tony Moline)
Amount Requested: \$15,000.
 - (v) Leander ISD-Rouse HS (Jacob Thompson)
Amount Requested: \$10,000.
 - (vi) Austin Spurs (Tim Salier/Perri Travillion)
Amount Requested: \$75,000.

(vii) Lone Star Showcase (Brooks Downing, Global Sports, Sammy Wallace)
Amount Requested: \$41,000.

- b) Consider 2015-2016 Advertising And Marketing Program Funding Requests.
 - i) Rhyme And Reason Marketing Services In The Amount Of \$35,000.
 - ii) Advertising And Marketing In The Amount Of \$150,000.
- c) Consider Board Project Evaluation Matrix And Guidelines For 2015-2016 Projects.
 - i) Project Evaluation Matrix
 - ii) Matrix Evaluation Guidelines.
- d) Consider Schedule For 2015-2016 Budget Recommendations.
 - i) Consider Budget Recommendation Schedule.
 - ii) Consider Possible Date And Time For A Budget Workshop.

H. Staff Reports - Discussion Only. (None)

I. Consider Excused Absences From Tourism Advisory Board Meetings. (None)

J. Staff Closing Comments.

K. Board Members Closing Comments.

L. Request For Future Agenda Items.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday July 28, 2015 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

M. Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

An unscheduled closed executive session may be held if the discussion of any of the above agenda items concerns the purchase, exchange, lease or value of real property; the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee; the deployment or use of security personnel or equipment; or requires consultations with the City Attorney.

At the discretion of the Tourism Advisory Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Regular Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park Council Chambers, 450 Cypress Creek Road, Building Four, Cedar Park, Texas. This notice was posted on:

JUN 19 '15 AM 11:00



Duane Smith,
Tourism & Community Development Manager

Date Stamped (Month, Day, Year, AM/PM, Time)

The Cedar Park City Hall Complex Meeting Rooms are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact LeAnn Quinn, City Secretary at (512) 401-5002 or FAX (512) 401-5003 for further information.

Notice Removed: _____
Date Stamped (Month, Day, Year, AM/PM, Time)